

CREATING CULTURE

Attract. Engage. Retain

In June 2018 the Herald Sun published an article on the most successful local Junior Footy Clubs. Interviews were conducted across multiple clubs including Balwyn, Vermont, Old Xavarians and Heidelberg. Whilst each club cited a number of reasons for their success, there was one common denominator between them all - a good culture. Current HR trends show that having a good company culture is integral to progression and prosperity, just as it is in sports. But are businesses dedicating as much time to creating a good environment as our local footy clubs, and what exactly does this involve?

Clarity of Purpose

All great leaders set the ground rules early, and from this cultures can thrive. The majority of successful businesses have a clearly-defined mission statement and/or value system. This could be 3-5 core behaviours or short statements that represent the company's vision and business goals. Remember to keep them clear and concise. There is no use simply sticking up a list of rules in the office, employees need to buy into them. Invest time in teaching how employees' roles contribute to the wider picture. With this, they will feel motivated and engaged.



Celebrate the wins. Learn from the losses.

Whether it's improved fitness, technique or teamwork, when footy players exhibit better performance it's the coach's job to deliver praise. Like footy, managers need to recognise and reward employees that demonstrate the values of the company. Equally, employees need a platform to continually learn and develop. Without personalised goals and action plans, employees are likely to feel disengaged and disconnected from the bigger picture and more likely to look elsewhere. Provide them the tools to learn and stay relevant in the industry, and they will continue to feel valued.

Lead from the Front

Coaches, managers and leaders are all key players in changing company culture. Set a positive example for your staff in order to get the best out of them.

"Culture is simply a shared way of doing something with a passion"
Brian Chesky, Co-Founder and CEO,
AirBnB

Hiring Process and Retention

A positive experience for prospective employees when they come to your company for interviews is key to attracting the market's best talent. Equally, a well-organised and enjoyable on-boarding experience is the first step to engaging your staff.